



## **METRO Start-up Study 2015 – Factsheet**

### **The study at a glance**

This is the second year running that METRO, a leading international player in self-service wholesale trade, has joined forces with the market research institute GfK to survey independent business owners in Germany's food service and hotel industries as well as consumers.

### **Business owner survey**

Participants:	350 self-employed business owners in the hotel, restaurant, café/bar, catering and snack bar industries
Content:	Motivating factors, aims, desires and expectations of entrepreneurs; self-employment driving forces and barriers; current situation and expectations in the area of digital technology
Survey period:	September 2015
Method:	CATI (computer-assisted telephone interviews) with an interview length of around 20 minutes

### **Population survey**

Participants:	Around 1,000 consumers (men and women, aged 14 and over)
Content:	Expectations regarding digitisation in the food service and hotel industries
Survey period:	September 2015
Method:	Representative omnibus survey in Germany. The underlying quota sample is based on a total of around 70,525,000 people.